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NEW DISCOVERIES
in SWEET CORN.*

NOW Something New For Your Garden ... and your dinner table

Here is one of the most delightful gardening discoveries in years. Michael-Leonard's *Hybrid Sweet Corn*.

This corn is the result of more than 15 years of patient research by our entire staff of expert horticulturists. They crossed and re-crossed dozens of strains, bringing out the finest qualities of each. Then into one great new corn they combined all of these ideal characteristics. They called it *hybrid sweet corn*. Since the creation of this first hybrid, Michael-Leonard has developed 14 different sweet corn hybrids of varying maturities — both the yellow and white varieties.

Big ears with giant size kernels so tender, sweet and milky, take the place of all other kinds. It's so much better eating that many of America's foremost food canning companies insist on Michael-Leonard Hybrids for their quality pack. And recently, a nation-wide jury of garden experts selected some of these varieties as America's outstanding sweet corn.

And how it grows! Plants are

strong, sturdy, uniform with a rich green color. Ears are borne on the stalk at a uniform height, making it easy picking, nice appearing. And, importantly, it yields more. Ears are bigger and you get more of them.

But wait 'till the day you bring 'em in and serve 'em! Those great big ears with their giant, baby-tender kernels are a joy to behold. And so sugary-sweet, so full of real corn goodness that you can't get quite enough! And the kernels are deep, on an unbelievably small cob. Every bite is a real "bite" of all corn.

But that's not all. The really grand part is that you have *this* sweet corn coming on *all summer long!* You see, with this corn we "set" the ripening date. The earliest hybrid ripens 59 days after planting, the latest takes 95 days. Simply plant several different maturing hybrids at one time, and pick the world's finest sweet corn from your own garden *throughout the entire summer*. You'll be the *first and the last* to enjoy sweet corn on your dinner table.

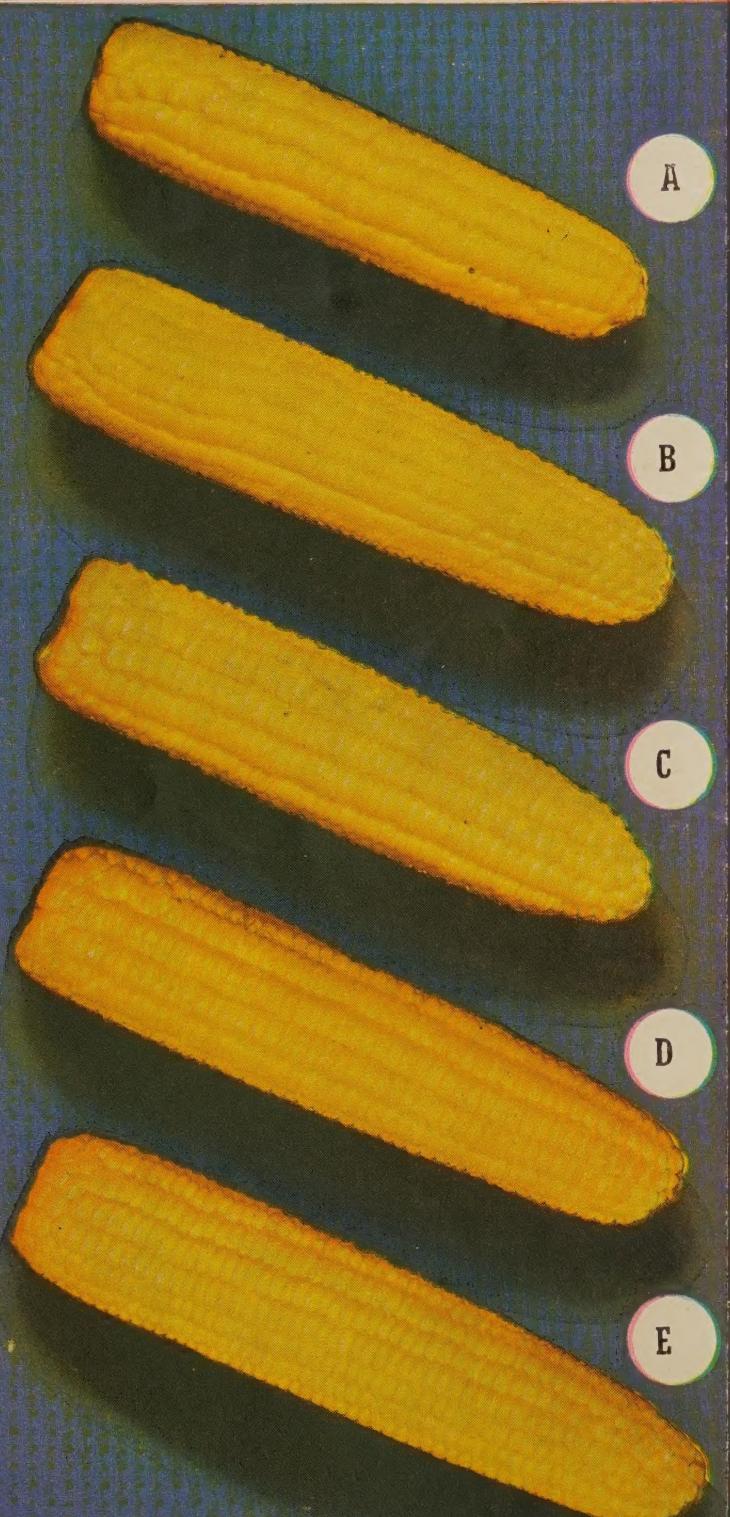


The MICHAEL-LEONARD Company

CHICAGO, ILLINOIS • SIOUX CITY, IOWA

NOW

you can h THESE VARIOUSLY



(A) ALPHAGOLD BANTAM

... Ripens in 59 Days

If you want to lead your neighborhood with the *earliest* sweet corn, plant Alphagold Bantam. The rapid growth of this first, early yellow hybrid will amaze you. And it's safe to plant it a full week ahead of ordinary sweet corn. Yields well, ears are about 7 inches long, and tips are well filled. Be the first to invite your friends in for a real hybrid sweet corn treat!

(B) HYBRID GOLDEN HUMMER

... Ripens in 68 Days

Be among the first to have yellow sweet corn, by planting Hybrid Golden Hummer. It has large, attractive ears about 8 inches long, and with 12 even rows of tender, sweet kernels. It has high yield, uniform plant growth, and is easy to care for. Very similar to Tendergold in growing and eating characteristics — but much earlier! Try some.

(C) TENDERGOLD

... Ripens in 79 Days

There are only three words to actually describe this corn — sweet, tender, succulent. It is an early corn — ripens about four days ahead of golden bantam — and yields about twice as much. It has attractive ears about eight inches long, with deep, sweet kernels. Often gets premium prices on the market! Stays sweet and tender two to three days longer than most kinds.

(D) GOLDEN CROSS BANTAM

... Ripens in 82 Days

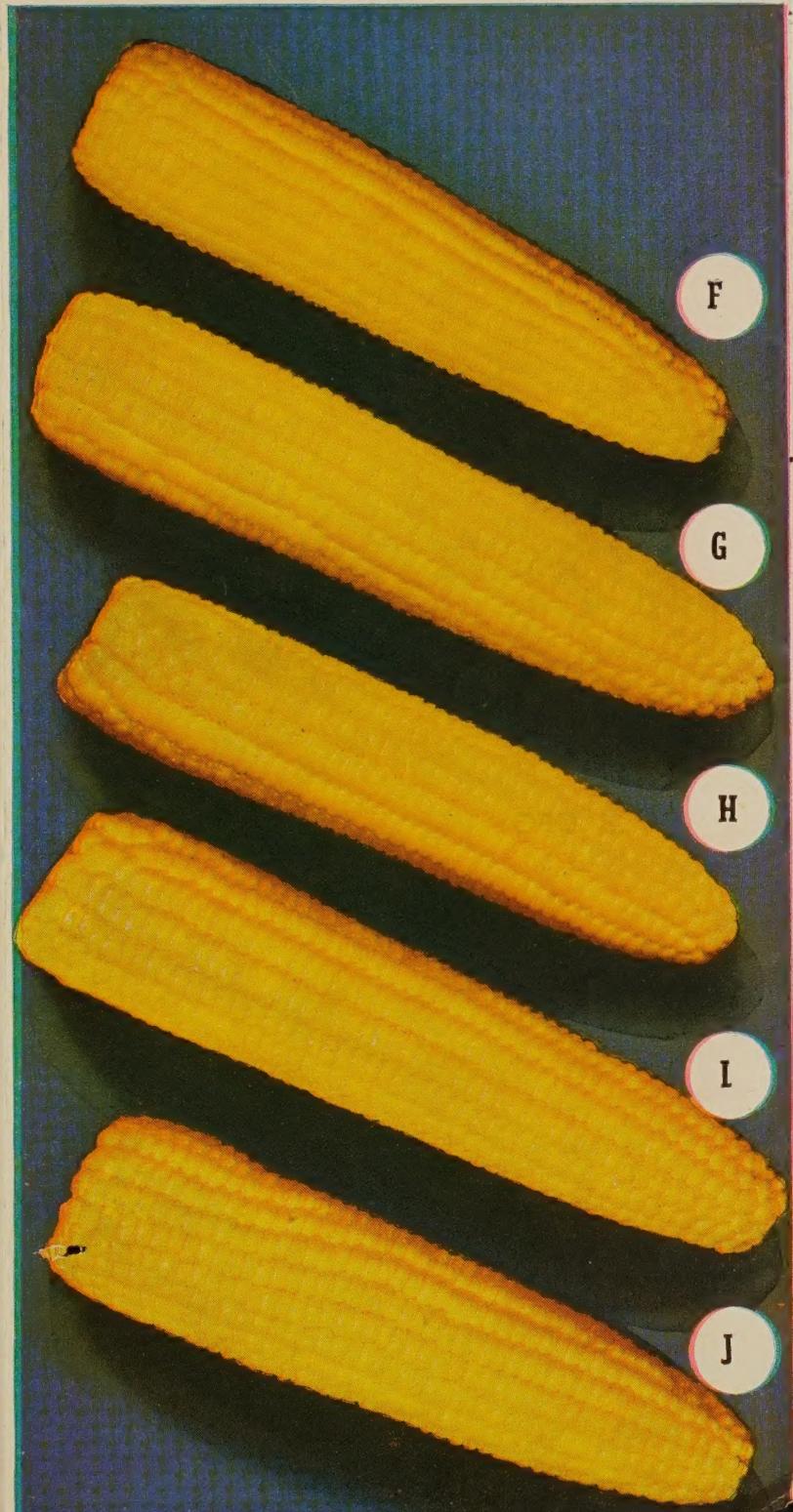
One of the first sweet corn hybrids ever developed, this hybrid is still a favorite with many gardeners. The ears are generally about 8 inches long, with 12 rows of sweet, good tasting kernels.

(E) TOP-FLIGHT

... Ripens in 82 Days

... And "Top-flight" it is. A nation wide jury of garden experts selected this variety as one of America's outstanding sweet corn hybrids. An extremely prolific grower, many plants produce two ears. And what ears! They're 8 to 9 inches long, with from 14 to 16 rows of the sweetest, most tender sweet corn you ever ate! What's more, it can be grown successfully almost anywhere. Folks from Virginia to Oregon and from Arkansas to Minnesota say it produces unusually clean, quality, dependable crops. Every grower of sweet corn should plant some of this kind.

have Sweet Corn all YEARLY MATURING HYBRIDS PROVIDE Y



(F) TENDERMOST... Ripens in 83 Days

Of all of the hybrids we have developed, this is the most tender. You'll love its giant-size kernels with their sugary-sweet corn goodness, and delightfully tender hull. And talk about big ears! They average about nine inches in length, and almost every ear has from 14 to 16 rows of amazingly regular kernels. This corn stays sweet and tender on the stalk for nearly two weeks at a time. Has good resistance to smut. It's easy growing, high-yielding — and the best of eating.

(G) ARISTOGOLD BANTAM

... Ripens in 83 Days

You can't go wrong when you plant this true aristocrat of the sweet corn hybrids. Garden experts — a national jury of them — judged it a top winner in the All-America Seed Trials. It makes exceptional yields even in extremely hot, drouthy seasons. It stands early planting in cold, wet soil, and it has great resistance to smut and ear worm damage. Stalks are tall, vigorous (8 to 9 feet) and ears are extra long with 12 to 14 rows. It's sweet, tender and delicious — with exceptionally deep kernels!

(H) IOANA... Ripens in 85 Days

Here is a grand sweet corn with a quality flavor. It was developed by Dr. E. S. Haber of the Iowa Experiment Station. The plants are about 7 ft. tall, sucker free, and quite vigorous. Ears are uniform with 12 rows of sweet, toothsome kernels to the ear.

(I) TRISTATE... Ripens in 86 Days

One of the remarkable things about this sweet corn hybrid is that it is not sensitive to differences in soil type or fertility. Plant it almost anywhere and you're sure of a good crop. That's true in dry seasons, too, for it has shown remarkable drouth resistance. Its big ears are straight, mostly 14 rows to the ear, with perfectly filled tips. Ears are carried on the stalk at a height of 36 inches — making it perfect for easy picking.

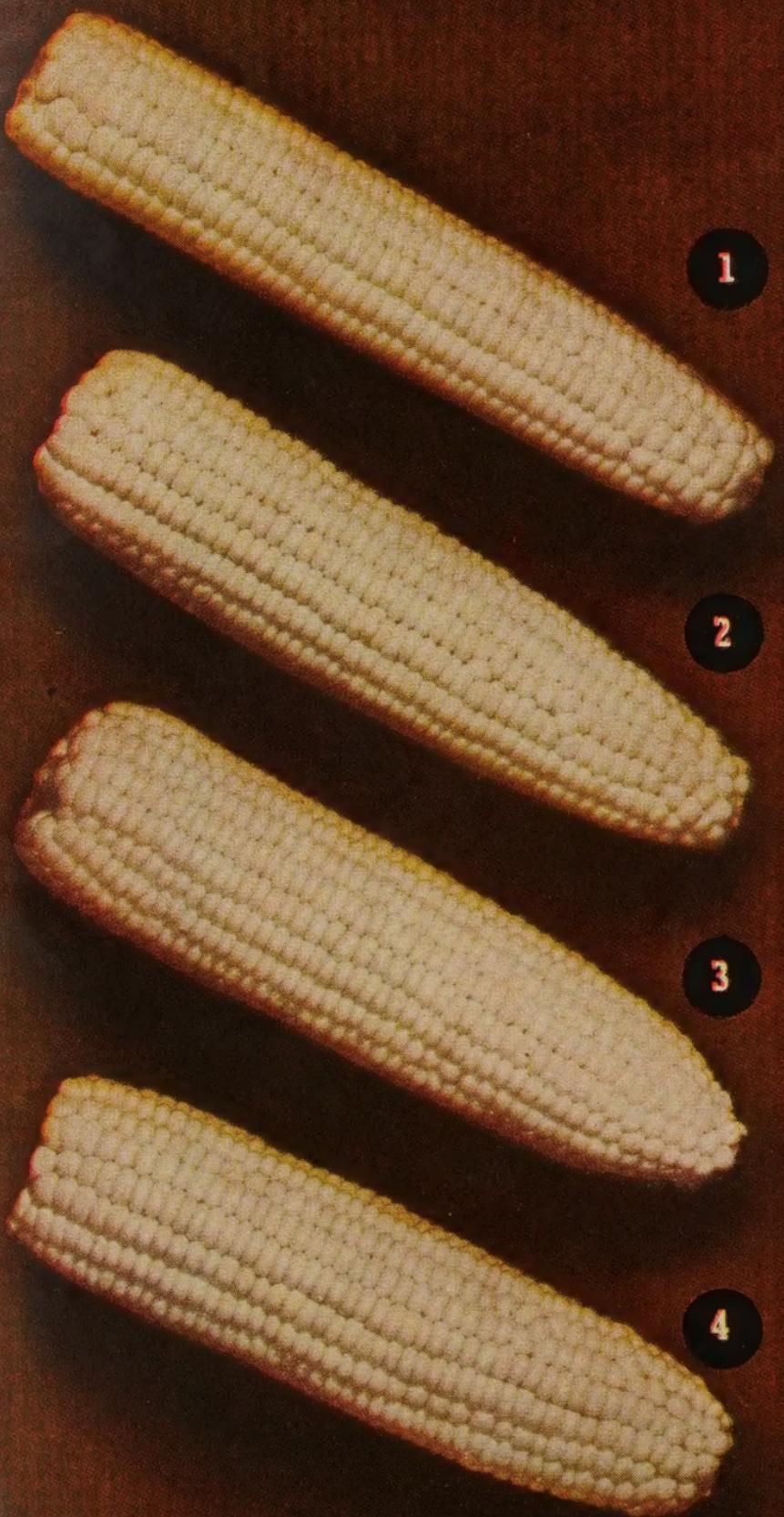
(J) ARISTOGOLD BANTAM EVERGREEN

... Ripens in 87 Days

If you want to amaze your neighbors with truly *big* ears of some of the sweetest, most tender sweet corn you ever tried, plant this. These ears are from 9 to 10 inches long, with 16 to 18 rows on every ear. Yet it's as tender and good eating as the most fancy on the market. And what yields! Under good conditions it has produced as much as 10 tons of snapped ears to the acre. It is easy to grow, and stands hot, dry weather.

summer

YOU WITH A CONT



long CONTINUOUS CROP

(1) SILVER CROSS BANTAM

... Ripens in 82 Days

This is the sweet corn that will amaze you — because it has all of the tenderness, succulence, and real corn flavor of the best *yellow* corn. Yet, *it's white!* How come? Well, that's one of the many wonders you come across in hybrid creations. This corn was derived from Golden Cross Bantam, which it resembles in many respects. But the stalks are taller and the ears are longer and larger. But above all, you'll like its flavor. Many folks who *thought* they didn't like white sweet corn at all, now prefer Silver Cross Bantam to any other variety!

(2) SILVER CROSS EVERGREEN

... Ripens in 89 Days

This is just another example of the hybrid's superiority over the old-fashioned, open-pollinated sweet corn. When you plant this sweet corn you'll see how much more uniform it is in plant growth, ear height and size — and above all, how much sweeter and more tender it is. Anyway you look at it, you'll see how the new hybrids make the old-fashioned varieties really "out-of-date."

(3) SILVER CROSS NARROWGRAIN

... Ripens in 90 Days

If you want unusually sweet and tender white sweet corn, try Silver Cross Narrowgrain. It has deep, tender kernels that are sweet, juicy and full of real corn flavor. It's a good, vigorous growing corn, too, with a record for high yield. It is of the "Evergreen" type with a large amount of leafy, green foliage — but best of any of this kind for downright good eating.

(4) HYBRID STOWELL'S

... Ripens in 95 Days

If you want *white* sweet corn with big ears, then plant Hybrid Stowell's. Of top quality, it has a sweet, tender corn goodness all its own. It's a thrifty grower, a high yielder, and has strong, sturdy plants with heavy, green foliage. If you've ever planted open-pollinated "Stowell's Evergreen" you'll be sure to like Hybrid Stowell's even better.

From A sparrow to W atermelon



Michael-Leonard's
**GREAT NEW GARDEN SEED
CATALOG DESCRIBES NEARLY
300 VARIETIES OF VEGETABLES**

In this great, new catalog you'll find just about every vegetable you ever heard of, and perhaps some you never heard of. Many say it's the most complete seed book they've ever seen.

Has Concise Descriptions

But even more, you'll like the brief, factual way in which each vegetable is fully described. You'll find no "glittering generalities," no boastful superlatives . . . just common sense facts and details of color, size, growth, flavor, maturity and other vital specifications every sound, practical gardener desires.

Likewise, you'll like the accurate, careful illustrations. Each and every picture is made according to scale, so that at a glance you can tell the real difference in size, shape and other character-

istics of each and every variety. Comparison is easy. For instance, this catalog has pictured eleven different varieties of cabbage. Quickly you look at the pictures, read the fast, factual descriptions and tell *exactly* which variety you wish to plant. Yes — you can do this for each and every vegetable, and have your entire garden turn out just as you planned.

Of course, you want a copy of this catalog. And we have sent a supply to *your* Michael-Leonard Seed dealer. When you call for your copy, however, should he be out of them, write The Michael-Leonard Company, 333 W. 35th Street, Chicago 16 — or if you live west of the Mississippi River address us at Sioux City 6, Iowa. There is no charge or obligation on your part.

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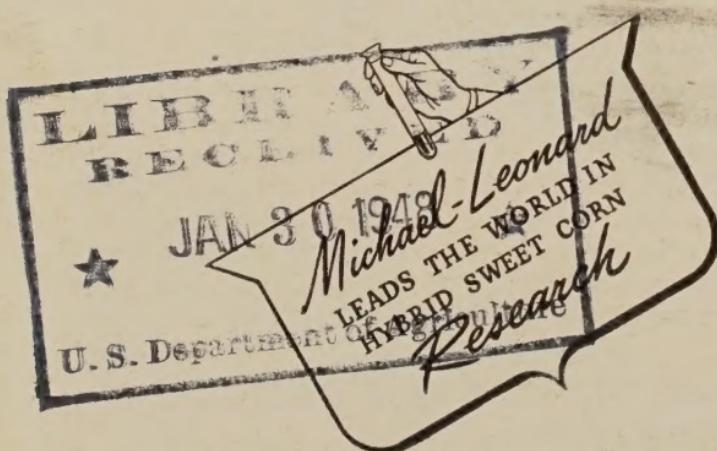
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Descriptive Catalog of ... sweet corn.



DEEP TENDER KERNELS

For a bigger and better "bite" Michael-Leonard's new hybrid sweet corn cannot be equalled. The kernels are deeper (see photo above of ear broken in two); the kernels are more tender and sweet, and the cob is small!



The **MICHAEL-LEONARD CO.**

SIOUX CITY 6, IOWA • 333 W. 35th St., CHICAGO 16, ILL.

